REMARKS

The pending claims were rejected under the ATVEF specification. However, the ATVEF specification calls for transitioning display of a program to full screen at the end of the program in response to script. As a result, as explained in the cited material, collaboration between content creators with the producers of subsequent programs or commercials is necessary to build a single enhancement that spans multiple video segments and provides some enhanced user experience.

In contrast with the claimed solution, no such collaboration is needed. In other words, instead of using scripts, by providing a real time event, such as the TV:trigger or other URL, the need for any such collaboration is avoided.
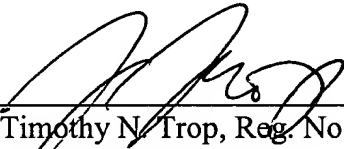
Therefore, the claimed solution is advantageous and patentably distinguishable.

The objections to claim 10 have been cured and the objection to claim 4 is overcome by the modification of claim 1.

Therefore, the application should now be in condition for allowance.

Respectfully submitted,

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